

CrossTownConnect



Transportation Management Association

*Public-Private Solutions for Regional
Transportation Challenges*

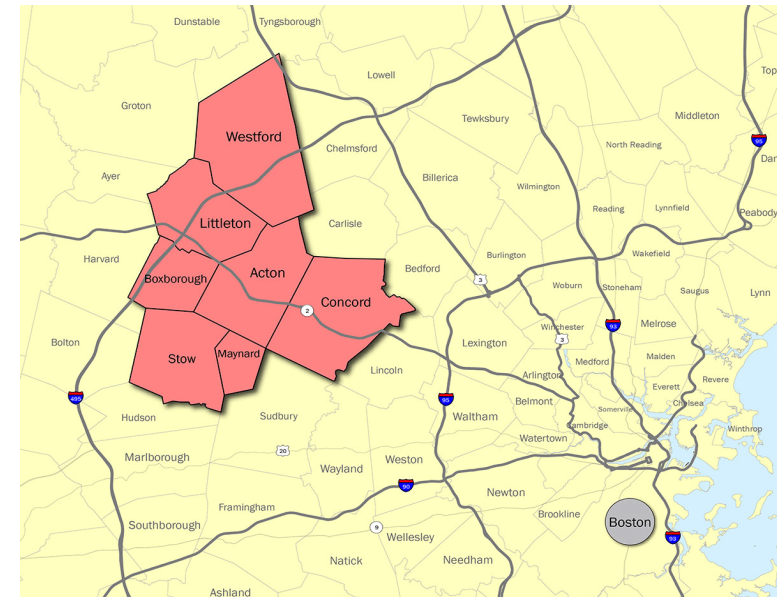
Scott Zadakis *CrossTown Connect Executive Director*

Massachusetts Community Transportation Coordination Conference
May 2, 2014 – Hogan Center, College of the Holy Cross

What is CrossTown Connect?



- An award-winning, membership based Transportation Management Association.
- The basis for the first **regional** Community Compact with the Baker/Polito administration.
- A public-private partnership between communities and businesses aimed at improving mobility and transportation options, increasing economic development opportunities and reducing traffic congestion and air pollution in the region.
- Partner communities include: Acton, Boxborough, Littleton, Maynard and Westford with participation from the towns of Concord and Stow.
- Businesses partners include: IBM, Red Hat, Juniper Networks, The Guiterrez Co., Mill and Main, Potpourri Group, Associated Environmental Systems and West Acton Villageworks.



Members



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GROUP INC



CrossTownConnect

CrossTown Connect Goals

- Provide a variety of mobility options to better link communities together and connect people to where they need to go
- Address first mile, last mile, and reverse commuting issues
- Work to reduce traffic congestion and air pollution
- Create the access necessary for optimum economic development opportunities in the Route 2/I-495 technology corridor
- Promote green initiatives to help meet environmental goals of employers and communities



CrossTown Connect Focus Areas

- “Daily needs” trips such as shopping, employment or medical appointments
- Suburb to suburb commuting between area communities
- Traditional commuting from the service area into the immediate Boston area
- Reverse commuting and last mile connections to this service area

Maynard-Acton Commuter Shuttle

- To keep costs down, this service utilizes a Council on Aging shuttle outside of regular service hours – no additional vehicle required.
 - The only significant costs are drivers' salaries and gas
- Survey gathered data to determine scope of service
- Hours of operation, number of trips and trains targeted
 - 4 trips 6-8:45 AM, 3 trips 4:45-7:45 PM
 - Targeting both inbound and outbound trains when possible
- Residents and employees to and from the train station
- Loop through South Acton on some trips
- Demand exists for additional link to West Concord Station

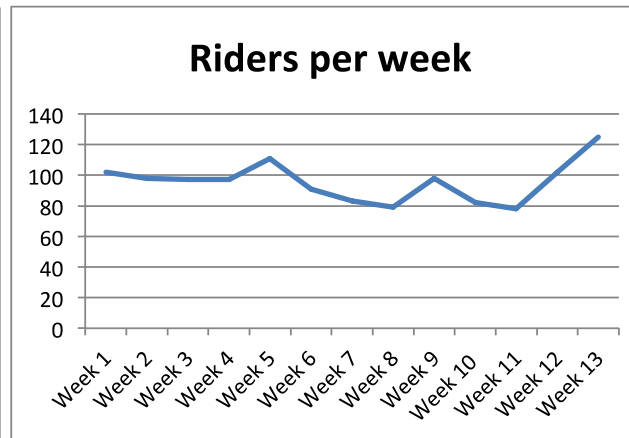
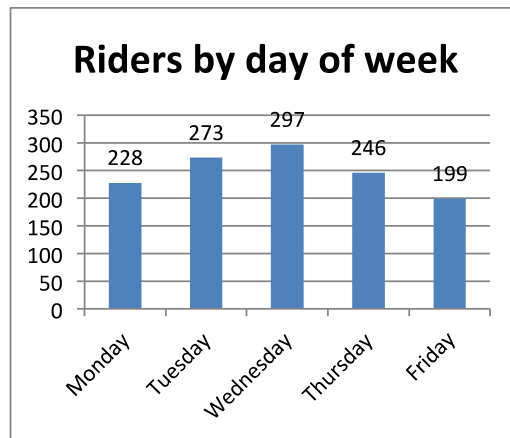
Maynard - Acton Shuttle Q1 2017 Rider Data

		Monday			Tuesday			Wednesday			Thursday			Friday			Week
Week #	Week of	AM	PM		AM	PM		AM	PM		AM	PM		AM	PM		
1	2017 0102	New Years Holiday			14	16	30	17	11	28	14	10	24	10	10	20	102
2	2017 0109	13	11	24	9	14	23	8	9	17	10	7	17	10	7	17	98
3	2016 0116	5	5	10	15	15	30	13	14	27	10	9	19	4	7	11	97
4	2017 0123	10	8	18	9	9	18	11	12	23	11	11	22	8	8	16	97
\$5	2017 0130	11	12	23	13	10	23	14	12	26	14	9	23	10	6	16	111
6	2017 0206	13	17	30	11	12	23	11	13	24	Snow - no van		0	7	7	14	91
7	2017 0213	Snow - no van		0	8	11	19	13	12	25	13	10	23	10	6	16	83
8	2017 0220	4	2	6	8	11	19	12	10	22	10	6	16	9	7	16	79
9	2017 0227	9	12	21	13	7	20	14	11	25	11	8	19	7	6	13	98
10	2017 0306	11	12	23	8	9	17	11	4	15	8	5	13	9	5	14	82
11	2017 0313	10	11	21	Snow	no van	0	11	9	20	13	10	23	9	5	14	78
12	2017 0320	13	13	26	12	8	20	10	10	20	11	10	21	10	5	15	102
13	2017 0327	11	15	26	17	14	31	14	11	25	15	11	26	11	6	17	125
Day ampmtot		110	118	228	137	136	273	159	138	297	140	106	246	114	85	199	1243

Week of Feb 20 is Mass School vacation

Grand total Riders 1243
 Average per week 88.786
 Morning 660
 Evening 583

* Destination
 Acton/Maynard 15%
 Train 69%
 Other 16%



*Destination tracking 'Acton/Maynard' means rider got off train, destination local. 'Train' means rider destination was the commuter rail.

Applies to morning riders only as afternoon riders are assumed to be going home from the morning destination. 'Other' is local riders for various reasons.

Averaging 95 riders per week in Q1

21 riders per service day

Weekly ridership dips in bad weather and during school vacation.

Average during good weather is 113

Charging Fares did not impact ridership

With van's currently running at 25% capacity, it is possible to cover above 50% of service costs by increasing ridership alone

Current Program Goals

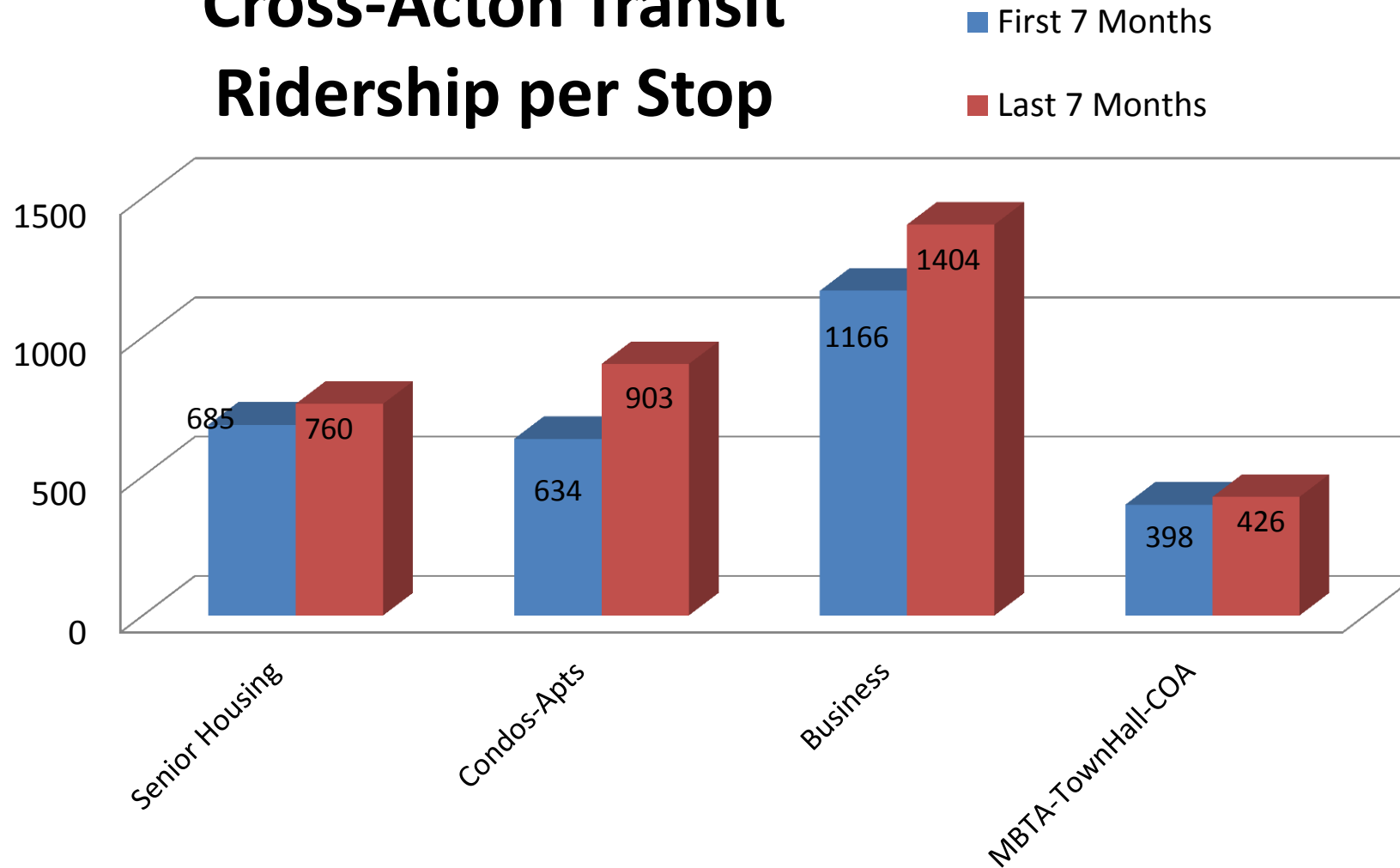
- Increase ridership **to** local employers and among residents of Acton, Maynard, Stow and West Concord
- Develop a sustainable business model
- Determine cost basis and scalability for CTC and TMAs
- Consider adding routes to housing and businesses in West Concord and South West Acton

Acton Services

- Local services in Acton:
 - Rail Shuttle – overflow parking with shuttle to/from Commuter Rail (S. Acton)
 - Cross-Acton Transit (CAT) fixed route service – general population with stops at businesses, housing developments, Commuter Rail station
 - MinuteVan Dial-A-Ride – general population including 12-18 year-olds
 - Road Runner – curb to curb service for seniors and persons with disabilities with others accommodated if space/schedule permits
 - Council on Aging – curb to curb service for seniors or persons with disabilities.

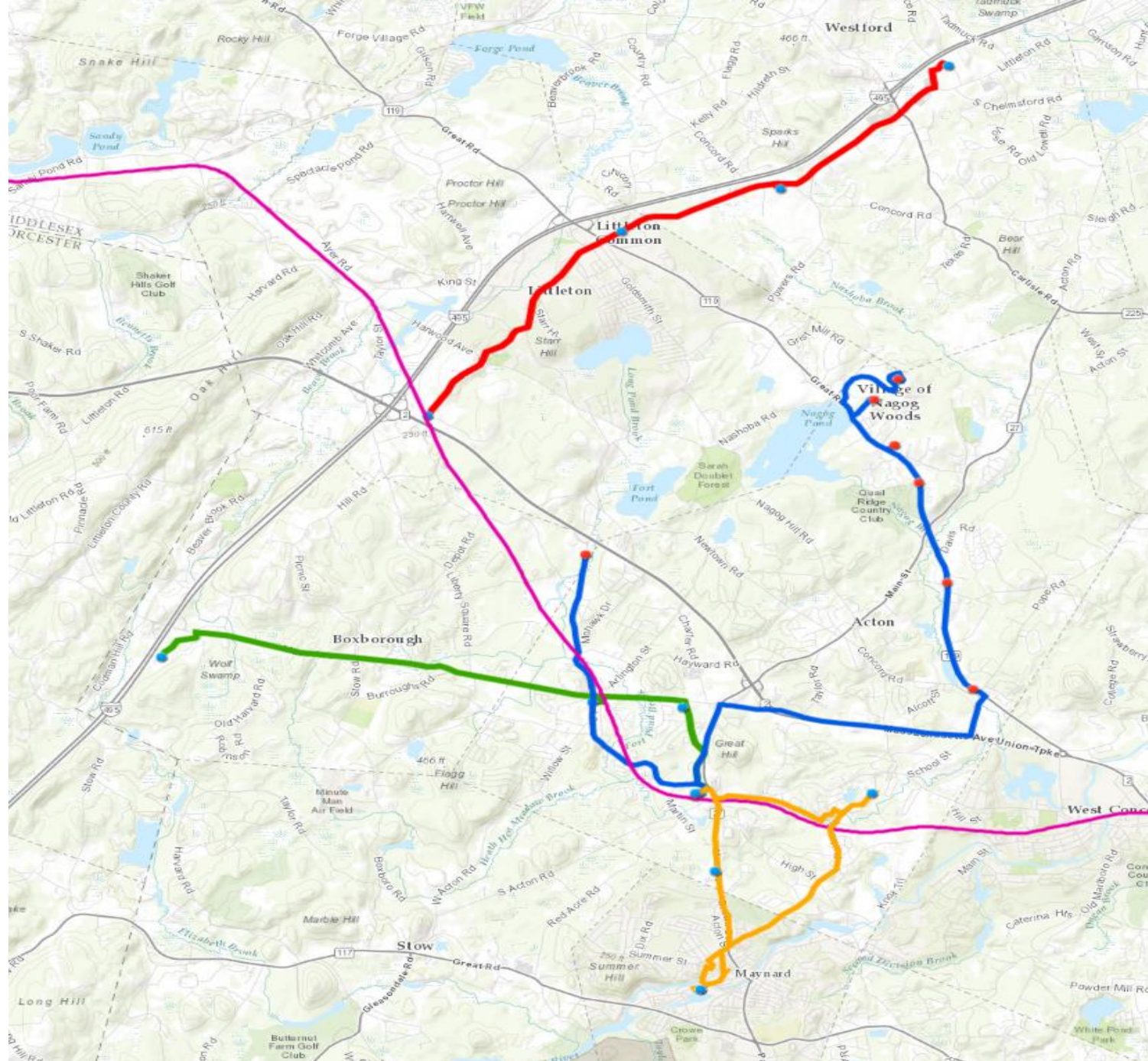
Data for Cross-Acton Transit Shuttle

Cross-Acton Transit Ridership per Stop



Additional Routes Under Development

- CTC has identified and planned three more first/last mile routes to pilot under this grant
- Routes are at various stages, identifying matching funds
- Looking for solutions regarding long-term funding sustainability



CrossTownConnect



Your Community, Your Transportation, Your Way

Questions? Contact:

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For more information:

www.crosstownconnect.org